

APR 11 2006

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Our File No.

4742CEDPM-43

Serial No.: 10/666,420
Filed: September 19, 2003
Entitled: ADHESIVE SHELF TALKER
Document: Interview Summary and Proposed Amendment and Response to
2/16/2006 Office Action

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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In Re the Application of:

FOWLER, et al.

Serial No.: 10/666,420

Filed: September 19, 2003

Atty. File No.: 4742CEDPM-43

For: ADHESIVE SHELF TALKER

Group Art Unit: 3611

Examiner: Green, B.

INTERVIEW SUMMARY**CERTIFICATE OF FACSIMILE TRANSMISSION**

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Corina K. Aschenbrenner

Signature: 

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

Dear Sir/Madam:

In furtherance of the telephonic interview conducted with the Examiner on March 21, 2006, Applicant provides this summary: Applicant discussed a proposed Amendment (Attached hereto) with the Examiner. Applicant discussed the prior art of record, namely the cited Gelsinger and Dronzek references. Applicant pointed out some differences between the references and the claimed invention, namely, the orientation of the printing on the claimed label versus the prior art. The Examiner did not agree that this difference amounted to a patentable distinction. Applicant also pointed out the differences in the locations and shapes of the claimed lines of weaknesses, and the Examiner suggested that structural differences of this type would be more likely to provide a basis for allowance; however, there was no agreement on allowance of the claims

Respectfully submitted,
SHERIDAN ROSS P.C.

By: 

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Date: 4/11/06

APR 11 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re the Application of:)	Group Art Unit:	3611
)		
Fowler et al.)	Examiner:	Green, B.
)		
Serial No.: 10/666,420)	Confirmation No.:	7447
)		
Filed: September 19, 2003)	<u>ATTACHMENT TO INTERVIEW</u>	
)	<u>SUMMARY</u>	
Atty. File No.: 4742CEDPM-43)		
)		
For: ADHESIVE SHELF TALKER)	<u>PROPOSED AMENDMENT AND</u>	
		<u>RESPONSE</u>	
		<u>DO NOT ENTER</u>	

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313

Dear Sir:

Applicant submits this Amendment and Response to address the Office Action having a mailing date of February 16, 2006. Although no additional fees are believed due in connection with the filing of this paper, please charge any additional fees deemed necessary, or credit any overpayment, to Deposit Account No. 19-1970.

Reconsideration and withdrawal of the rejections of the claims are respectfully requested as set forth herein.

Application No. 10/666,420

AMENDMENTS TO THE CLAIMS:

1. (Currently Amended) A two-part label for displaying product information on an edge portion of a shelf, comprising:

a label sheet having upper and lower end portions defining respective first and second parts of said label, and first and second faces;

said second face of said label sheet having adhesive provided thereon for adhesively coupling at least a portion of said label sheet to the edge portion of the shelf;

said first face of said label sheet having the product information printed thereon;

said label sheet having a first line of weakness formed within said label sheet extending between said upper and lower end portions and defining a line separating said upper and lower portions into said first and second parts so that said upper and lower end portions are separated from one another when said label sheet is broken along said first line of weakness, said line of weakness being oriented substantially parallel with lines of said product information printed on said first face; and

a liner sheet operatively coupled to said adhesive and the second face of said label sheet.

2. (Previously Presented) The label of claim 1 further comprising a second line of weakness formed within said liner sheet to define a secondary liner that is selectively separable from said liner sheet.

Application No. 10/666,420

3. (Previously Presented) The label of claim 2 wherein said secondary liner is located on the lower end portion of said label sheet.

4. (Previously Presented) The label of claim 3 wherein said secondary liner is formed to have a size and shape approximating a size and shape of said lower end portion of said label sheet.

5. (Previously Presented) The label of claim 4 wherein said secondary liner is slightly smaller in size than the lower end portion of said label sheet.

6. (Previously Presented) The label of claim 5 wherein said secondary liner is positioned with respect to the lower end portion of said label sheet so that if said secondary liner is separated from said liner sheet and said liner sheet is separated from said label sheet, a portion of the second face of said lower end portion of said label sheet will become exposed.

7. (Previously Presented) The label of claim 1 wherein the upper end portion of said label sheet is provided with a size approximating a size of a width of the edge portion of the shelf.

8. (Previously Presented) The label of claim 1 wherein said liner sheet is comprised of a lightweight, non-curl liner material.

Application No. 10/666,420

9. (Previously Presented) The label of claim 1 wherein said liner sheet material is comprised of polypropylene.
10. (Previously Presented) The label of claim 1 wherein the product information is printed on the first face of said label sheet by flash fusion.
11. (Previously Presented) The label of claim 1 wherein the first surface of the lower end portion of said label sheet is provided with promotion-specific information relating to the product.
12. (Previously Presented) The label of claim 1 wherein said label sheet includes a plurality of label sheets, each having respective upper and lower end portions, and respective first and second faces, and respective first lines of weakness separating said upper and lower end portions, said label sheets being operatively coupled to said liner sheet in spaced-apart relationships with one another.
- 13-19. (Canceled)
20. (Withdrawn) A method of using the shelf talker according to claim 19 comprising the steps of:

Application No. 10/666,420

removing said liner sheet from at least one of said plurality of label sheets but leaving said secondary liner associated with said at least one of said plurality of label sheets coupled to said at least one of said plurality of label sheets;

adhesively coupling at least a portion of said at least one of said plurality of label sheets to the edge portion of the shelf to display the product information for a product promotion;

detaching said lower end portion of said at least one of said plurality of label sheets from said upper end portion at said line of weakness upon a completion of said product promotion;
and

leaving the upper end portion of said at least one of said plurality of label sheets adhesively coupled to the edge portion of the shelf for a selective period of time.

21. (Currently Amended) In combination, a label and an object to which the label is secured, said combination comprising:

a label sheet having upper and lower end portions and first and second faces;

said second face of said label sheet having adhesive provided thereon for coupling said upper portion of said label sheet to an edge portion of an object to which the label is attached;

said first face of said label having product information printed thereon;

said label sheet having a line of weakness formed thereon and extending between said upper and lower end portions and defining a line separating said upper and lower end portions so that said upper and lower end portions are separated from one another when said label sheet is broken along said line of weakness;

Application No. 10/666,420

a liner sheet operatively coupled to said adhesive and the second face of said label sheet;
a second line of weakness formed within said liner sheet to delimit a secondary liner
coupled to said lower end portion of said label sheet, said secondary liner having a shape
approximating a shape of said lower end portion and being selectively separable from said liner
sheet along said second line of weakness; and
wherein said lower end portion extends substantially vertically below the upper end
portion and not in contact with the object.

Application No. 10/666,420

REMARKS/ARGUMENTS

This is submitted to Examiner Brian Green, in connection with the telephonic interview scheduled for March 21, 2006.

Respectfully submitted,

SHERIDAN ROSS P.C.

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